

Message Text

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PAGE 01 STATE 001079

10

ORIGIN COME-00

INFO OCT-01 EUR-12 EB-07 ISO-00 /020 R

66011

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APPROVED BY: EB/OCA/CM:BEBYRON

COM/SAD:JEMURRIN

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----- 010553

R 240208Z JAN 76

FM SECSTATE WASHDC

TO AMEMBASSY OSLO

UNCLAS STATE 301079

FOLLOWING REPEAT STATE 301079 ACTION BERLIN BONN HELSINKI
MILAN STOCKHOLM TEL AVIV INFO AMSTERDAM DUSSELDORF FRANKFURT
LAGOS MUNICH 23 DEC

QUOTE

UNCLAS STATE 301079

E.O. 11652 NA

TAGS: BEXP, XG, IS

SUBJECT: OUTLINE FOR SUBMISSION OF DATA RE IN-STORE
--- PROMOTIONS PROPOSALS

1. IN ORDER TO ASSURE A WELL PLANNED PROMOTION PROGRAM
WHICH WILL REFLECT FAVORABLY ON THE FINAL OUTCOME OF ANY
IN-STORE PROMOTION WHICH MAY BE PROPOSED FOR CONSIDERATION
IN FUTURE FISCAL YEARS, THE FOLLOWING INFORMATION SHOULD BE
OBTAINED FROM DEPARTMENT STORES PROPOSING A PROMOTION OF
U.S. CONSUMER GOODS:

--A. IDENTIFICATION OF THE RETAIL OPERATOR: THE POST
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PAGE 02 STATE 001079

--- SHOULD INDICATE WHETHER THE STORE IS FINANCIALLY AND
--- OPERATIONALLY CAPABLE OF SUCCESSFULLY CARRYING THROUGH
--- THE PROJECT.

--B. DESCRIPTION OF THE PROPOSED PROMOTION:

-- 1. PROJECTED VOLUME OF PURCHASES AT MANUFACTURERS
SELLING PRICE.

2. LISTING OF PRODUCT CATEGORIES TO BE FEATURED.

---3. NEW-TO-MARKET PRODUCTS EXPECTED.

---4. PURCHASING PLANS: ARE BUYERS TEAMS, BUYING OF-
--- FICES, WHOLESALERS, ETC. TO BE USED?

---5. SALES PROMOTION PLANS: SPECIAL ADVERTISING, DIS-
--- PLAYS, CONSUMER ATTRACTIONS, INCLUDING AMOUNT EX-
--- PECTED TO BE SPENT AS SALES PROMOTION.

---6. DATES AND DURATION.

---7. NUMBER AND LOCATION OF OUTLETS INVOLVED.

---8. ANY PROVISION OF SPECIAL EXHIBITS, DECORATIONS.

---9. ASSISTANCE TO SPECIAL BUYING TEAMS TO BE SENT TO
--- U.S.

-- 10. ANY OTHER PERTINENT DATA WHICH WILL ENABLE COMMERCE
--- TO GET BETTER PROFILE OF THE STORES PROPOSING TO
--- HOLD IN-STORE PROMOTIONS. KISSINGER
UNQUOTE SISCO

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NNN

*** Current Handling Restrictions *** n/a

*** Current Classification *** UNCLASSIFIED

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Disposition Approved on Date:
Disposition Authority: n/a
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Disposition Comment:
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Disposition Event:
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Disposition Reason:
Disposition Remarks:
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Margaret P. Grafeld
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Subject: OUTLINE FOR SUBMISSION OF DATA RE IN-STORE --- PROMOTIONS PROPOSALS
TAGS: BEXP, IS, XG
To: OSLO
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